

# WISCONSIN TRAFFIC SAFETY REPORTER

Vol. 5, No. 1  
2002

## FOCUS ON

### Traffic Law Enforcement

by Mary Miller

Every day since September 11 we see and hear about the devastation that occurred in this nation as a result of terrorism. So many lives were taken, families broken, and hopes and dreams shattered. These tragic events have had an impact on our nation and on people throughout the world. We will move on, but we will never forget.

We must remember that there are other causes of death and injury which also need attention. Traffic crashes in Wisconsin continue to claim lives, break families, and shatter dreams. We must never lose sight of the fact that when we get behind the wheel of a motor vehicle, we are responsible for a potentially dangerous weapon.

This *Traffic Safety Reporter* covers a wide variety of traffic law enforcement topics. One growing problem is speeding; Wisconsin's speed-related crashes increased 24% from 1999 to 2000. This issue highlights what law enforcement and communities are doing to help. These articles should give you pause to reflect on your own driving habits, and to think about changes you can make to keep yourself and others safe on our state's roads.

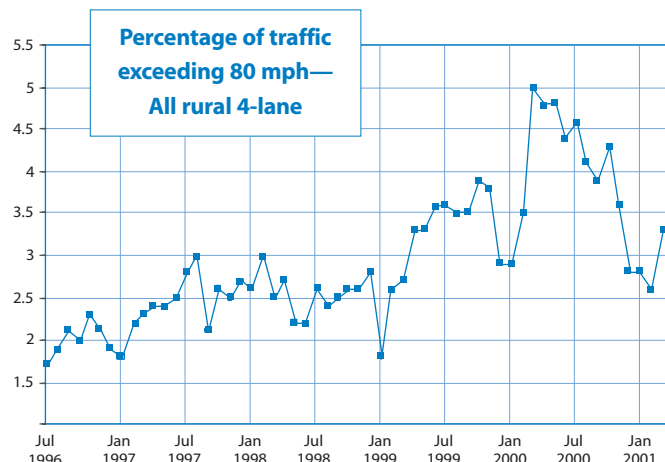
Contact Mary Miller, WisDOT-BOTS  
Police Traffic Services Program  
(608) 267-3155 or  
[mary.miller@dot.state.wi.us](mailto:mary.miller@dot.state.wi.us).



## Speeding A growing and deadly problem

Many of us are driving faster and it's causing more crashes, injuries and deaths. In Wisconsin during 2000 speed-related crashes caused 231 fatalities and 1,596 incapacitating injuries. Nationwide in 1999, speeding was a contributing factor in 30% of all fatal crashes, and the economic cost to society of these crashes is estimated by NHTSA to be \$28 billion per year.

Speeding, exceeding the posted speed limit or driving too fast for conditions, increases the distance a vehicle travels while the driver reacts to a dangerous situation, extends the stopping distance, and makes it more difficult to maneuver around curves or unexpected objects during inclement weather.



Source: WisDOT Automatic  
Traffic Recorder Stations

continued on page 2

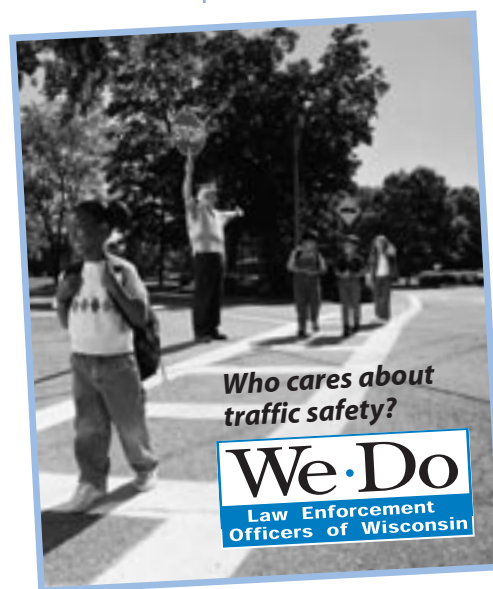
## Wisconsin law enforcement officers say ...

### Who values your life? We do.

When drivers violate traffic laws, they endanger themselves as well as their passengers, other motorists and pedestrians. And when officers make traffic stops, they don't mean to make life harder for us ... just safer.

This is the message of the award-winning **We Do** public information campaign, launched in 2000. The campaign provides officers with citation holders which convey to the motorist the **Who values your life? ... We Do** message. Information on the citation holder explains the human and economic cost of traffic crashes, and conveys the officer's message, "If I overlook this violation, I would be disregarding the value of your life."

So far officers have requested nearly 76,000 holders. Some officers have reported leaving one with a motorist while they return to their squad car to write the citation, and upon returning being greeted by a smile and a big "thank you".



**We Do** resource materials, including posters, public service announcements and roll call videos, are available from WisDOT Publications (608) 246-3265.

WisDOT Bureau of Transportation Safety staff win Telly Awards (l. to r.): Mary Miller, **We Do** Citation Holder; Ron Thompson (motorcycle safety), *Ride Right* Campaign; John Evans, BOTS Director, *Let It Ride* Campaign; Don Hagen (occupant protection), *Stay in the Game* Campaign; back row: Jan Watson, Ted Knupp, owners of Knupp & Watson Inc.

### Who pays initially?

49%	property/casualty insurers
31%	crash victim and family
8%	government
7%	health/life insurers
5%	others

### Who pays ultimately?

48%	general public
31%	crash victim and family
21%	employers

Contact Mary Elizabeth Kunkel  
WisDOT Safety Policy Analysis Section  
(608) 267-5179  
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*Between midnight and 3 AM, 77% of speeding drivers involved in fatal crashes had been drinking.*

Source: NHTSA Traffic Safety Facts (2000)



The **Wisconsin Traffic Safety Reporter** is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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Funded by the WisDOT and the National  
Highway Traffic Safety Administration.

## \$2.6 BILLION!

by Mary Elizabeth Kunkel

That's how much economic value Wisconsin citizens lost in 2000 as a result of motor vehicle crashes.

	Crash fatalities	Incapacitating injuries	Non-incapacitating injuries	Possible injuries	Property damage
Number	801	6,441	19,068	38,381	139,510
Unit cost	\$993,300	\$46,900	\$15,700	\$8,900	\$6,600
Total loss*	\$795,633,300	\$302,082,900	\$299,367,600	\$341,590,900	\$920,766,000

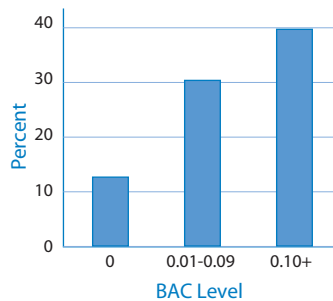
\* Number x Unit cost = Total loss

Source of unit costs: National Safety Council

Costs include: medical expenses, wage and productivity losses, employer costs, administrative expenses, damage costs, and lost quality of life. Beyond this, of course, are the losses borne by families and friends which are impossible to quantify. Although imprecise, such figures are useful for estimating the economic cost of vehicle crashes and for evaluating highway improvements and safety programs.

### Percentage of all drivers involved in fatal crashes who were speeding, by BAC level

Source:  
NHTSA  
Traffic  
Safety  
Facts  
(2000)



### Speeding

from page 1

Speed and alcohol are clearly a deadly combination. Drivers involved in alcohol-related crashes are often speeding. In 1999, according to NHTSA, 42% of the intoxicated drivers (BAC 0.10 or higher) involved in fatal crashes were speeding, compared with only 14% of drivers with zero BAC involved in fatal crashes (see NHTSA speed/alcohol graph).

In 2000 in Wisconsin, 16-19 year olds were the age group most likely to be involved in speed-related crashes (see graph), and safety belt use is lowest for this group, another deadly combination.

## NCSA



### Special Crash Investigations

The Special Crash Investigation (SCI) Program of the National Center for Statistics and Analysis provides NHTSA with in-depth crash data. Hundreds of data elements regarding the vehicles, occupants, injuries, roadways and safety systems are collected for crashes designated for study annually. The program locates crashes, by referral, nationwide and performs these investigations which enable the automobile safety community to improve safety systems.

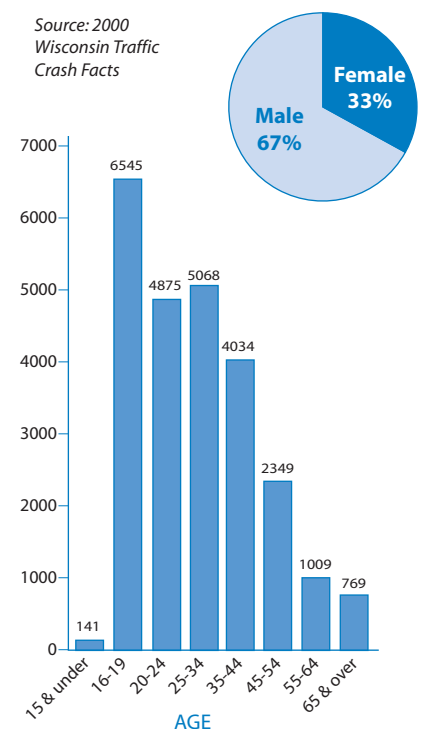
The program's success depends on widespread referral participation. In any crash in which you were involved or which you investigated, did any of the following apply?

- an occupant in a seat protected by a deployed air bag received a severe, life-threatening, or fatal injury
- a pregnant occupant in a seat protected by a deployed air bag received a severe, life-threatening, or fatal injury and/or injury to the fetus
- side-mounted (in a door or door frame) air bag deployed into an occupied seat
- any air bag deployed in a 1998 or newer vehicle

If so, call toll free (877) 201-3172 or visit  
[www.nhtsa.dot.gov/people/ncsa/SCIform.html](http://www.nhtsa.dot.gov/people/ncsa/SCIform.html)

### Crashes by drivers driving too fast

Source: 2000  
Wisconsin Traffic  
Crash Facts



## EXTRA CAUTION when passing emergency vehicles

2001 Wisconsin Act 15, which was enacted in August and went into effect December 1, will improve safety for emergency vehicles and tow trucks while stopped along roadways.

If an emergency vehicle or tow truck is stopped within 12 feet of the paved portion of a highway, and it has flashing lights, the new law requires motorists to change lanes if possible, moving away from the emergency vehicle, or slow down until safely past the site. If motorists have only one lane, or if they cannot change lanes safely, they must slow down until they are completely past.

Fees and suspension of the violator's operating privilege depend on the specific circumstances. For further information visit this Website:

[www.legis.state.wi.us/2001/data/acts/01Act15.pdf](http://www.legis.state.wi.us/2001/data/acts/01Act15.pdf)

## You Drink & Drive. YOU LOSE

### Dane County collaborates

The Dane County Sheriff's Office and all municipal police departments in the county participated in federal fiscal year 2001 in the national You Drink & Drive. YOU LOSE campaign to combat impaired driving. Supported by BOTS with NHTSA funds, the campaign occurred statewide, but the Dane County-wide demonstration project was the only one in which all agencies collaborated in the same effort.

The campaign's increased enforcement patrols helped enhance the perception that impaired driving leads to apprehension. "When motorists see a traffic stop anywhere in Dane County, we want them to think about their own driving and make safe choices", says DCSO Sgt. Gordon Disch.

Alcohol remains the leading contributing cause in fatal crashes in Wisconsin. In 2000, 38% of fatal crashes involved alcohol, 29% involved speed, and 15% involved both speed and alcohol (see NHTSA speed/alcohol graph).

The national campaign, in which Wisconsin is again participating, began its second year in December. For technical assistance and information on best practices (e.g., media outreach tools) visit:

[www.nhtsa.dot.gov/people/injury/alcohol/index.html](http://www.nhtsa.dot.gov/people/injury/alcohol/index.html).



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[mary.miller@dot.state.wi.us](mailto:mary.miller@dot.state.wi.us)  
or Sgt Disch  
(608) 284-6876  
[disch@co.dane.wi.us](mailto:disch@co.dane.wi.us)

### Alcohol Coalition Building Forum

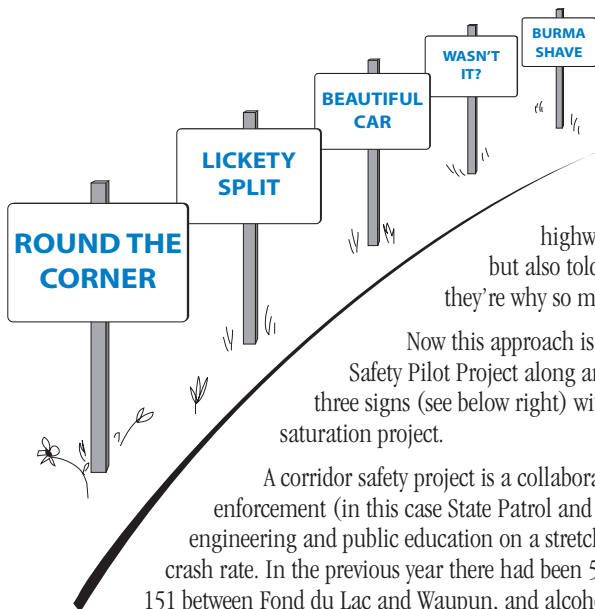
February 20, 2002

Pyle Center, UW Madison

This one-day conference will bring together a wide variety of organizations interested in combating impaired driving, and it will begin the process of establishing a coalition.

Learn how organizations can work together effectively and gain a voice in the public policy debate.

Contact Carol Karsten  
WisDOT-BOTS  
(608) 266-0550  
[carol.karsten@dot.state.wi.us](mailto:carol.karsten@dot.state.wi.us)



## Remember the old Burma Shave signs?

Many of us oldsters remember the Burma Shave ads along highways; you'd come upon a series of signs that pitched the product but also told an amusing—albeit brief—story. Clearly they were effective; they're why so many people still recognize the product's name.

Now this approach is being used to improve traffic safety. The Alcohol 2000 Corridor Safety Pilot Project along an 18-mile stretch of State Highway 151 combines a series of three signs (see below right) with the best elements of a corridor safety project and an alcohol saturation project.

A corridor safety project is a collaborative crash reduction effort between law enforcement (in this case State Patrol and Fond du Lac Sheriff's Department), engineering and public education on a stretch of highway with a higher-than-average crash rate. In the previous year there had been 5 fatalities along this stretch of STH 151 between Fond du Lac and Waupun, and alcohol-related crashes were 30% above the statewide average for similar roads. An alcohol saturation project brings into an enforcement area a more-than-usual number of squad cars.

The project started in the summer of 2000 and after four months a survey showed excellent public awareness. Of those who traveled the route regularly, 62% knew of the project and its goals.

Tom Loeffler, WisDOT-BOTS, got the idea to use a series of signs when he saw a similar approach used in Arizona.

Contact Tom at (414) 266-1097 or [thomas.loeffler@dot.state.wi.us](mailto:thomas.loeffler@dot.state.wi.us).





## Officer Self-Briefing

### *Staying well-informed and energized*

by Mary Miller

Contact Lt. Steve Cardarella,  
MPD, at (608) 261-9689  
scardarella@ci.madison.wi.us

or Mary Miller, WisDOT-BOTS  
(608) 267-3155  
mary.miller@dot.state.wi.us.

For police departments large and small, it's important that officers be well-informed and energized about traffic law enforcement. And when they're working special traffic safety projects, often at overtime pay rates, it's even more important that all officers be 'on the same page'. The BOTS-funded Officer Self-Briefing Demonstration Project explored the benefits of officers receiving detailed and consistent information via self-briefing videos.

Madison Police Department (MPD) has a Traffic Enforcement Safety Team (TEST) with officers assigned specifically to traffic. TEST and City of Madison Cable TV (channel 10) produced the project's briefing videos. To increase the 'perception of risk' among violators and improve enforcement impact, TEST officers are often joined by patrol officers to work certain traffic safety projects. The patrol officer(s) reports for duty, reads instructions, plays the video, and then hits the streets well-informed about the current project. No command staff were needed for these briefings.

Evaluation data was collected on officers' opinions about the self-briefing procedures, and their attitudes about the safety project. Officers reported they had a better understanding of expectations, what to be looking for, and even what codes were needed to complete citations.

During the evaluation period, pre and post-project data showed participating officers issued 63% more traffic citations than non-participating ones, and 69% of participants felt that traffic law enforcement projects are more efficient with TEST involvement and the self-briefing process.

The information and videos developed for this project have also been used in a public education series which is accessible via city cable TV and the City of Madison Web site at [www.ci.madison.wi.us/police/](http://www.ci.madison.wi.us/police/).

## Brown County Community Traffic Team

### *Demonstration project*

In July 2001 the Brown County Sheriff's Department launched its new Community Traffic Team. In the first month alone, two deputies made 289 traffic stops of which more than half were for speeding. In one neighborhood where the team was responding to citizen complaints about speeding, some residents brought out lawn chairs and applauded as violators were stopped and cited.

In May 2000 Brown County Sheriff Tom Hinz and Captain Dennis Kocken had attended the BOTS Traffic Safety Summit, and discussion among the 100 law enforcement officials there suggested the need to allocate more money to establishing dedicated traffic teams instead of only overtime dollars. For several reasons their department was perfect for demonstrating how to start and maintain a dedicated traffic team with BOTS funding support. Traffic volume and crashes in Brown County have increased dramatically both in suburban areas and on the corridors leading to Green Bay. Also, the county has community and county board support for a traffic policing program.

Mike Witter, NHTSA Region 5, reports, "I recently visited their department, met with the two traffic team deputies and Captain Kocken, and participated in a speed waves deployment. I saw the dedication and professional manner in which these deputies worked."

Other municipalities in the county are collaborating with the traffic team during enforcement deployments and educational events.

## Joan Fernan retires from Wis-BOTS

### *On to new challenges*

On August 24, 2001 Bureau of Transportation Safety staff expressed their heartfelt best wishes to Joan Fernan as she retired from WisDOT. This day brought an end to her productive 29+ years with state traffic safety work, but real retirement is not for her ... not yet. She is now director of public relations and conference coordinator for the International Center for Injury Prevention in Stevens Point. She is working from her home office in Madison.



Joan began her transportation career in 1972 when the highway safety program was a part of the Governor's Office. In 1979 the office was moved to WisDOT where it remains today. In 1987 she became the bureau's occupant protection program manager, and in 1992 she became communications manager. Her most recent position was chief for the Safety Aids Management Section.

*For her distinguished service to the Wisconsin Highway Safety Program, Joan received a recognition award from NHTSA, presented by Mike Witter at the Governor's Conference on Highway Safety, held in Appleton in June 2001.*

## Wisconsin State Patrol's aerial eyes law enforcement

by Lt. Dan Lonsdorf

Twelve State Patrol pilots provide traffic law enforcement eyes in the sky all around the state. In 2000, these pilots identified 4,681 motorists who were cited for traffic violations; they generated an average of seven speeding citations per hour while monitoring traffic on the state's busy roadways.

Flying at 1,500 to 2,000 feet in the program's four Cessna aircraft, and using a timing device, pilots identify speeders who are then stopped by ground support cars. Because it's 'covert', this program increases the expectation of getting a ticket among traffic law violators.

Pilots also provide help at no cost to other law enforcement agencies in criminal surveillance, emergency organ transport, searches, and aerial support at major events.

Contact Lt. Lonsdorf at [daniel.lonsdorf@dot.state.wi.us](mailto:daniel.lonsdorf@dot.state.wi.us).



**Trooper  
Pat Konz**

## Look out for the train!

During 2000 in Wisconsin 15 people were killed and 47 injured in 122 crashes at rail-crossings.

Aiming to prevent such crashes, the Eau Claire and Hallie police departments, Chippewa and Eau Claire County sheriff's departments, and the State Patrol have teamed up with Union Pacific Railroad to put officers aboard trains for improved rail-crossing law enforcement. During the two-day BOTS-funded programs, these officers videotape violations and radio to squad cars to make the stop. In 2001 fifteen drivers were cited.



*A Hallie resident in her mid-20s barely escapes being hit, but doesn't escape a \$158 citation.*

A train-vehicle crash is 40 times more likely to be fatal than a vehicle-vehicle crash. Size-wise, a train is to a car what a car is to a can of soda pop, and a fully-loaded train going 50 mph takes nearly 1.5 miles to stop.

This program is part of the nationwide Operation Lifesaver rail-crossing safety program (visit [www.oli.org](http://www.oli.org)).

Contact Officer Bruce VanValkenburg, Eau Claire PD, (715) 839-2910, [bvanvalk@ci.eau-claire.wi.us](mailto:bvanvalk@ci.eau-claire.wi.us).

## Get to know . . . Dan Roberts

*Regional Program Manager  
WisDOT Bureau of  
Transportation Safety*



Fostering Safe Community coalitions has become Dan's primary interest. He sees grass-roots teamwork as the most effective means of improving a community's quality of life and preventing all kinds of injuries—especially those caused by traffic crashes.

He originally came to BOTS as a planning analyst, but 11 years ago became regional program manager for southcentral and southwestern Wisconsin. In the last two years the number of Safe Community coalitions in his area has grown from four to nine. People are realizing that the causes of injuries are complex, and effective injury prevention requires broad community involvement,

thorough research into injury causes, and, most importantly, teamwork.

Dan says, however, that an ongoing coalition isn't always necessary. Muscoda is an example of a community which acted without a formal coalition to reduce youth drug and alcohol use. The spark of motivation came when several retired women saw a large tagging on the town's water tower which promoted marijuana use. Together with city government and community organizations, these activists applied for and received a BOTS grant for Youth Leadership Days which provided teens with positive alternatives to drug use and beer parties. The project involved more than 100 seventh to twelfth graders in inter-generational activities including community gardening and a community potluck—with drug and alcohol education on the agenda.

Concern about drug and alcohol use among youth has been a motivating factor for several Safe Community coalitions in Dan's area. He has learned to insist that coalition leaders involve youth in proposed coalition projects. Youth involvement in the planning stages is critical to success.

Awareness is spreading that BOTS funding support is available to help promising coalitions get rolling.

To learn more about Safe Communities, visit [www.nhtsa.dot.gov/safecommunities](http://www.nhtsa.dot.gov/safecommunities).

Contact Dan at (608) 246-5373 or [dan.roberts@dot.state.wi.us](mailto:dan.roberts@dot.state.wi.us).

# WHSP Partners

WISCONSIN HIGHWAY SAFETY PARTNERSHIP

The Wisconsin Highway Safety Partnership (WHSP) fosters better communication and cooperation among public and private organizations which promote traffic safety. This section of the *Traffic Safety Reporter* profiles members of the WHSP partnership.

## Judge William Kiessling

City of Lake Mills  
Municipal Court



As with many municipal judges, most of Judge Kiessling's cases deal with traffic law violations. For most people, this is their first encounter with the judicial system, and an important goal for him is to have cases heard not only fairly but also more rapidly than in some bigger cities which might have lengthy backlogs.

Bill, also a practicing attorney, was first appointed to serve as municipal judge in 1967. In the late 1970s he was a member of the committee which was the precursor to the Governor's Bicycle Coordinating Council.

Traffic safety has many dimensions, and for Bill, WHSP meetings provide an opportunity to hear diverse perspectives on current problems, best practices and new laws which WisDOT is considering.

Contact Judge Kiessling at [wktl@gdinet.com](mailto:wktl@gdinet.com).

## Michael Bie

Public relations  
coordinator  
AAA-Wisconsin



This year is AAA's 100th anniversary, and from the beginning, traffic safety advocacy and education have been important parts of its role as the "traveler's champion." Current programs include advocating for child passenger safety, and School Safety Patrol—the largest safety program in the world—with more than 500,000 patrols representing 50,000 schools.

Mike is spokesperson for AAA-Wisconsin, and a wide variety of traffic safety topics were part of the nearly 600 interviews he did last year. A Green Bay native—and yes, a Packers season ticket holder—he works closely with WisDOT-BOTS on public education campaigns such as a recent one encouraging people to *Give Death a Holiday—Buckle Up, Slow Down, Drive Sober*.

AAA-Wisconsin helped rally support for passage of the state's new GDL (graduated driver license) law, and, along with automotive, travel, financial and insurance services, it provides members with safety tips and information on gas prices and holiday peak travel times.

Contact Mike at (608) 828-2492 or [mbie@aaawisconsin.com](mailto:mbie@aaawisconsin.com).



## Robbie Webber

Bicycle Federation of  
Wisconsin

Making our state a better place to bicycle; this is BFW's mission. A non-profit education and advocacy organization, BFW conducts bicycling classes, organizes events to encourage bike commuting, works with health care providers to encourage biking as a fun and healthful activity, and teaches transportation planners about bicycle-friendly community design.

Robbie started as a BFW volunteer in 1994, and later worked as a consultant developing the Wisconsin State Bicycle Maps. Hired as program manager, she has coordinated Bike to Work Week activities for three years. With a master's degree in geography, she sees an important connection between land use, infrastructure, and encouraging bicycling for recreation and transportation.

Last spring BFW was awarded a contract to develop bike safety materials and activities for Dane County; these will then serve as templates for activities statewide. The target groups are middle school students, adults (including a focus on college students) and motorists.

Robbie will be coordinating the project, working with law enforcement, health care organizations, UW-Madison, neighborhood associations, Safe Community coalitions, and schools, as well as state, county, and local transportation officials. She notes that, "If people felt more comfortable on their bikes and rode legally and safely, there would be less conflict on the roads and trails. We want people to feel they can go anywhere by bike."

Contact Robbie at (608) 251-4456 or [robbie@bfw.org](mailto:robbie@bfw.org).  
Visit BFW at [www.bfw.org](http://www.bfw.org).



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## WisDOT-BOTS works closely with law enforcement officers

WisDOT Bureau of Transportation Safety is fortunate to have a group of traffic safety-minded law enforcement officers as members of the Traffic Law Enforcement Task Force, whose thirty-five members represent police and sheriff departments statewide and State Patrol districts.

Task force functions include:

- sharing pertinent information among themselves and with BOTS staff
- serving as a sounding board for new ideas and informational campaigns
- seeking input from their law enforcement colleagues and associations to ensure that suggested solutions to traffic safety problems are viable and cost-effective.

## Wisconsin Sheriffs and Deputy Sheriffs Association

WSDSA's 2,000 members represent every sheriff's department in the state. The association sponsors:

- summer and winter training conferences
- an essay contest for eighth-graders
- the Police Science Scholarship Program, which provides \$500 stipends to 14 criminal justice students

Traffic safety is always an important concern; for example, six of ten children killed in crashes are completely unrestrained, and all departments are involved in the nationwide Operation ABC [**A**merica **B**uckles up **C**hildren] Mobilization to ensure that all people—especially children—are properly buckled up.

A lobbyist represents the association in Madison.

Visit [www.wdsda.org](http://www.wdsda.org).

## Wisconsin Chiefs of Police Association

by Chief Hans W. Lux, Jr.

WCPA is the voice of police department executives throughout the state. Association objectives include:

- advancing the science and art of police services
- developing and disseminating improved administrative, technical and operational practices
- fostering police cooperation
- supporting recruitment and training
- setting high professional standards for all police officers.

The association and its nearly 500 members have been active partners in promoting traffic safety, dealing with issues such as seatbelt use, air bags, and motorcycle safety. In 2000 the association partnered with WisDOT in the *Give Death a Holiday* campaign urging people to buckle up, slow down, and drive sober.

Visit [www.wichiefs.org](http://www.wichiefs.org) or contact Chief Lux, Eagle Police Department, at [eaglepd@cji.net](mailto:eaglepd@cji.net).

The task force meets quarterly for a full day, and occasionally an ad hoc committee will be formed to focus on issues needing special attention.

Commendations to all these dedicated individuals and their departments for helping improve the safety of all motorists in Wisconsin!

## WisDOT- BOTS law enforcement liaisons

The BOTS staff includes three retired officers (see below) who provide peer-to-peer liaison with the law enforcement community. Their focus is on child safety restraints, safety belts and air bags. They meet with police chiefs, sheriffs and other law enforcement leaders to champion the importance of occupant protection.

For example, they promote the *Click-it, Why Risk It* campaign which aims to increase seat belt use through enforcement and public education. At four sites around Wisconsin they teach *Traffic Occupant Protection Strategies* (TOPS), an 8-hour course developed by NHTSA which covers such topics as crash dynamics, air bags, and dealing with the media. TOPS is offered to training officers who can then go on to train others in their departments.

Contact Mary Miller, WisDOT-BOTS  
(608) 267-3155 or [mary.miller@dot.state.wi.us](mailto:mary.miller@dot.state.wi.us)

## One in three still not using seatbelts

According to a recent WisDOT survey, 68.7% of all passenger vehicle occupants are using their seatbelts. While that's up 3.3% from last year, the slight increase still leaves Wisconsin well below the national average of 73%.

Currently Wisconsin has secondary seatbelt enforcement; you can only be cited for not wearing your seatbelt if you are stopped for some other possible offense. There have been several attempts in the legislature to make the law "standard" or "primary," meaning you could be stopped just for not wearing a seatbelt.

Seatbelt use was highest among children ages 0 to 4 (92.5%) and lowest among 16 to 25-year olds (55%). In 2000 this group represented 16.4% of all licensed drivers, yet accounted for 32.4% of drivers involved in crashes.



Terry Askey, Gary Shortreed, and Jerry Blied.



## Bike/ped safety at UW-Eau Claire

### *Don't learn the hard way*

by Officer Doug Hubbard

In June 2001 UW-Eau Claire's Office of University Police received two BOTS grants to improve bike and pedestrian safety.

The campus is quite hilly, with most residence halls on the upper campus and most classroom and administrative buildings on the lower. To improve safety, university police use gates to close the connecting roadway—a steep hill—during the daytime, making it a pedestrian and bike mall (see photo).

Speeding cyclists and increased injuries led officers to start radar-measured enforcement, which is effective, but university police have limited funds for such patrols. The bike/ped safety grants will allow extra patrols and provide educational stops for cyclists and motorists—especially important for the university's 2,200 freshmen.

Pedestrian safety enforcement has focused on areas where students live and where drinking occurs. University and city police have worked together to foster safety for both impaired pedestrians and motorists, and this has been well received by students.

Contact Officer Hubbard at (715) 836-2222 or [hubbard@uwec.edu](mailto:hubbard@uwec.edu)

First ...



and then later ...



Citizen complaints have been frequent, and in 2000 pedestrian/vehicle collisions in the city rose to 111, including two fatalities, the highest level in five years.

Initial motivation for the campaign came from Dean Medical Center employees who didn't feel safe crossing streets near their office. They approached their employer who agreed to team up with St. Marys Hospital Medical Center and MPD's Traffic Enforcement Safety Team (TEST) to create the PSA.

In 2000, with BOTS funding support, TEST launched a pedestrian safety education/enforcement campaign. They handed out 10,000 flyers, and a survey revealed widespread ignorance of ped/motorist laws. For example, 72% of those surveyed got the following question wrong; when a pedestrian is crossing at a marked or unmarked crosswalk where the driver does not have a stop sign, who has to yield? Correct answer: the vehicle yields. Did you get it right?

Contact Officer Stacey Vilas at (608) 261-9687, [svilas@ci.madison.wi.us](mailto:svilas@ci.madison.wi.us), or JoAnne Pruitt-Thunder at (608) 267-3154, [joanne.pruitt-thunder@dot.state.wi.us](mailto:joanne.pruitt-thunder@dot.state.wi.us)

## Enforcement for Bicycle Safety

### *Officer training*

Wisconsin's EBS course teaches police officers to manage traffic, recognize the leading causes of bike crashes, and effectively enforce bike-related laws for children, teens, adults and motorists.

The two-day, 12-hour course is designed for all patrol officers, especially those who do bike safety patrols. Topics include: bicycle design, crash causes and investigation, patrol and enforcement strategies. Officers bring their own bikes and helmets for on-bike training.

To get the names of qualified instructors, agencies interested in hosting EBS should contact

Peter Flucke, WE BIKE, at (920) 497-3196 or [webike@aol.com](mailto:webike@aol.com)

## Pedestrian safety in Madison

### *Stopping for ducks and people*

Madison Police Department's recent pedestrian safety campaign targeted both driver and pedestrian errors. Message boards conveyed the 'stopping for ducks and people' theme (see photos) and City Cable TV produced a 30-second PSA which is available to other communities.

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